

Please amend claim 2 as follows:

2. (amended) The computer-implemented method of claim 1 wherein the value drivers identified by predictive models have been determined to be causal value drivers for the component of value by a causal model.

Please amend claim 3 as follows:

3. (amended) The computer-implemented method of claim 1 further comprising optionally sub-dividing the revenue, expense and capital in to sub-components to yield a more detailed analysis.

Please amend claim 4 as follows:

4. (amended) The computer-implemented method of claim 1 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

Please amend claim 5 as follows:

5. (amended) The computer-implemented method of claim 1 wherein the value driver comprises an item variable.

Please amend claim 6 as follows:

6. (amended) The computer-implemented method of claim 1 wherein the value driver comprises an item performance indicator.

Please amend claim 7 as follows:

7. (amended) The computer implemented method of claim 1 wherein the probabilistic financial simulation is completed by a Monte Carlo simulation model.

Please amend claim 8 as follows:

8. (amended) A computer readable medium having computer executable instructions thereon for causing a computer to perform the method of claim 1 (amended).

Please amend claim 9 as follows:

9. (amended) A computer system for estimating the impact of specified changes in the value drivers of an enterprise on a component of value of said enterprise, comprising:

means for obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component and the specified changes in value drivers;

means for identifying the causal enterprise value drivers;

means for determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

means for defining a probabilistic financial simulation model for a component of value; and

means for simulating the impact of specified changes in value drivers on the component of value.

Please amend claim 10 as follows:

10. (amended) The computer system of claim 9 wherein the value drivers identified by predictive models have been determined to be causal value drivers for the component of value by a causal model.

Please amend claim 11 as follows:

11. (amended) The computer system of claim 9 wherein the revenue, expense and capital components are optionally sub-divided in to sub-components to yield a more detailed analysis.

Please amend claim 12 as follows:

12. (amended) The computer system of claim 9 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

Please amend claim 13 as follows:

13. (amended) The computer system of claim 9 wherein the value driver comprises an item performance indicator.

Please amend claim 14 as follows:

14. (amended) The computer system of claim 9 wherein the value driver comprises an item variable.

Please amend claim 15 as follows:

15. (amended) The computer system of claim 9 wherein the simulation is completed by a Monte Carlo simulation model.

Please amend claim 16 as follows:

16. (amended) The computer system of claim 9 wherein the results of the simulation are displayed using a paper document or an electronic display.

Please amend claim 17 as follows:

17. (amended) A computer system that estimates how operational decisions in a business are likely to affect its value, the system comprising:

means for representing two or more elements of value of the business using a composite variable to summarize element value drivers;

means for modeling the value of the business based on the elements of value;

means for representing an effect of one or more operational decisions on one or more of the value drivers;

means for determining a change in the value of the business based on the effect of one or more operational decisions on one or more of the value drivers;
and

means for displaying the element of value composition of the projected business value.

Please amend claim 18 as follows:

18. (amended) The system of claim 17 where the composite variable is comprised of a combination of item variables and item performance indicators.

Please amend claim 19 as follows:

19. (amended) The system of claim 17 where the composite variable is comprised of one or more item variables.

Please amend claim 20 as follows:

20. (amended) The system of claim 17 where the composite variable is comprised of one or more item performance indicators.

Please amend claim 21 as follows:

21. (amended) The system of claim 17 further comprising the use of causal models for modeling the value of the business based on the elements of value.

Please amend claim 22 as follows:

22. (amended) A computer-implemented method for identifying the changes in value drivers of an enterprise that will achieve a pre-defined financial goal for a component of value of said enterprise, comprising:

obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;
identifying the causal enterprise value drivers;

determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;
defining a probabilistic financial simulation model for a component of value;
and
identifying the changes in value drivers that will achieve the pre-defined financial goal for the component of value.

Please amend claim 23 as follows:

23. (amended) The computer-implemented method of claim 22 wherein the value drivers have been identified by predictive models and have been determined to be causal value drivers for the component of value by a causal model.

Please amend claim 24 as follows:

24. (amended) The computer-implemented method of claim 22 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

Please amend claim 25 as follows:

25. (amended) The computer-implemented method of claim 22 wherein the pre-defined financial goal is optimal financial performance.

Please amend claim 26 as follows:

26. (amended) The computer implemented method of claim 22 wherein identifying changes in value drivers that will achieve the pre-defined financial goal further comprises iterating a Monte Carlo simulation model.

Please amend claim 27 as follows:

27. (amended) A computer system for identifying the changes in value drivers of an enterprise that will achieve a pre-defined financial goal for a component of value of said enterprise, comprising:

obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;

identifying the causal enterprise value drivers;

determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;

defining a probabilistic financial simulation model for a component of value; and

identifying the changes in value drivers that will achieve the pre-defined financial goal for the component of value.

Please amend claim 28 as follows:

28. (amended) The computer system of claim 27 wherein the value drivers have been identified by predictive models.

Please amend claim 29 as follows:

29. (amended) The computer system of claim 27 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.

Please amend claim 30 as follows:

30. (amended) The computer system of claim 27 wherein the pre-defined financial goal is optimal financial performance.



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IN THE BIBLIOGRAPHY

The Applicant respectfully requests the Examiner to enter the following
amendment: delete the bibliography.

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